

File 993:NewsRoom 2003  
(c) 2005 Dialog

File 994:NewsRoom 2002  
(c) 2005 Dialog

File 995:NewsRoom 2001  
(c) 2005 Dialog

File 996:NewsRoom 2000  
(c) 2005 Dialog

Set Items Description

S1 14764 MASCARA OR (LASH OR LASHES OR EYELASH OR EYELASHES) (1N) (EXTEND??? OR FORTIFY??? OR FORTIFIE?? OR LENGTHEN??? OR VOLUMIZ-  
??? OR VOLUMIS??? OR THICKEN???)

S2 23069 WASHABLE OR (REMOV??? OR WASH???) (1N) WATER OR (BASECOAT OR  
BASE() COAT OR PRIMER) (5N) WATER

S3 28532 WATERPROOF OR MOISTUREPROOF OR (WATER OR MOISTURE) () (PROOF  
OR REPELL?N?? OR RESISTAN??)

S4 275526 APPLICATOR? ? OR APPLIER? ? OR WAND? ? OR BRUSH OR BRUSHES

S5 4278072 RESERVOIR? ? OR CHAMBER? ? OR CHAMBRE? ? OR CAVITY OR CAVI-  
TIES OR COMPARTMENT? ? OR SECTION? ?

S6 561988 DIRECTIONS OR INSTRUCTIONS

S7 1744 LICITHIN OR LECITHIN

S8 73 AMPHOTERIC() SURFACTANT? ?

S9 441 (NONIONIC OR NON() IONIC) () SURFACTANT? ?

S10 9 S1(S)S2(S)S3

S11 1 S10(S)S4:S6 [a duplicate]

S12 8 S10 NOT S11

S13 8 RD (unique items) [not relevant]

File 20:Dialog Global Reporter 1997-2006/Jan 26  
(c) 2006 Dialog

File 781:ProQuest Newsstand 1998-2006/Jan 26  
(c) 2006 ProQuest Info&Learning

File 619:Asia Intelligence Wire 1995-2006/Jan 25  
(c) 2006 Fin. Times Ltd

File 749:Latin American News Jan/ 1994-2006/Jan 26  
(c) 2006 Dialog Corporation

Set Items Description

S1 1260 LECITHIN

S2 0 LICITHIN

S3 16639 MASCARA OR (LASH OR LASHES OR EYELASH OR EYELASHES) (1N) (EXTEND??? OR FORTIFY??? OR FORTIFIE?? OR LENGTHEN??? OR VOLUMIZ-  
??? OR VOLUMIS??? OR THICKEN???)

S4 19066 WASHABLE OR (REMOV??? OR WASH???) (1N) WATER OR (BASECOAT OR  
BASE() COAT OR PRIMER) (5N) WATER

S5 27666 WATERPROOF OR MOISTUREPROOF OR (WATER OR MOISTURE) () (PROOF  
OR REPELL?N?? OR RESISTAN??)

S6 240512 APPLICATOR? ? OR APPLIER? ? OR WAND? ? OR BRUSH OR BRUSHES

S7 3303373 RESERVOIR? ? OR CHAMBER? ? OR CHAMBRE? ? OR CAVITY OR CAVI-  
TIES OR COMPARTMENT? ? OR SECTION? ?

S8 630541 DIRECTIONS OR INSTRUCTIONS

S9 0 LICITHIN

S10 105 AMPHOTERIC() SURFACTANT? ?

S11 313 (NONIONIC OR NON() IONIC) () SURFACTANT? ?

S12 4 S3(S)S4(S)S5

S13 0 S12(S)S6:S8

S14 0 S3 AND S1 AND S10 AND S11  
S15 4 RD S12 (unique items) [not relevant]

File 155:MEDLINE(R) 1951-2005/Dec 31  
File 5:Biosis Previews(R) 1969-2006/Jan W4  
File 144:Pascal 1973-2006/Jan W1  
File 94:JICST-EPlus 1985-2006/Nov W2  
File 42:Pharmaceutical News Idx 1974-2006/Jan W2  
File 285:BioBusiness(R) 1985-1998/Aug W1  
File 111:TGG Natl.Newspaper Index(SM) 1979-2006/Jan 23  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
Set Items Description  
S1 5598 MASCARA OR (LASH OR LASHES OR EYELASH OR EYELASHES) (1N) (EXTEND??? OR FORTIFY??? OR FORTIFIE?? OR LENGTHEN??? OR VOLUMIZ-??? OR VOLUMIS??? OR THICKEN???)  
S2 12563 WASHABLE OR (REMOV??? OR WASH???) (1N)WATER OR (BASECOAT OR BASE() COAT OR PRIMER) (5N)WATER  
S3 15248 WATERPROOF OR MOISTUREPROOF OR (WATER OR MOISTURE) () (PROOF OR REPELL?N?? OR RESISTAN??)  
S4 59664 APPLICATOR? ? OR APPLIER? ? OR WAND? ? OR BRUSH OR BRUSHES  
S5 1516949 RESERVOIR? ? OR CHAMBER? ? OR CHAMBRE? ? OR CAVITY OR CAVITIES OR COMPARTMENT? ? OR SECTION? ?  
S6 140055 DIRECTIONS OR INSTRUCTIONS  
S7 12 LICITHIN  
S8 1388 AMPHOTERIC() SURFACTANT? ?  
S9 18214 (NONIONIC OR NON() IONIC) () SURFACTANT? ?  
S10 3 S1 AND S2 AND S3  
S11 3 RD (unique items)  
S12 0 S1 AND S7 AND S8 AND S9  
S13 0 S7 AND S8 AND S9

11/7/2 (Item 1 from file: 583)  
DIALOG(R) File 583:Gale Group Globalbase(TM)  
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01154040

NEW MASCARA FROM AVON

US - NEW MASCARA FROM AVON

North American New Product Report (NPR) 12 June 1987 p39  
Avon has introduced Avon Reflections Mascara , a lash building formulation which comes in applicator bottle with mirror in the side. Lot's O Lash is in Black or Brown/Black with Ultra Wear Washable Waterproof coming in Black or Deep Brown.\*

File 9:Business & Industry(R) Jul/1994-2006/Jan 25  
 (c) 2006 The Gale Group

File 16:Gale Group PROMT(R) 1990-2006/Jan 26  
 (c) 2006 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group

File 47:Gale Group Magazine DB(TM) 1959-2006/Jan 26  
 (c) 2006 The Gale group

File 148:Gale Group Trade & Industry DB 1976-2006/Jan 26  
 (c) 2006 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2006/Jan 26  
 (c) 2006 The Gale Group

File 570:Gale Group MARS(R) 1984-2006/Jan 26  
 (c) 2006 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2006/Jan 26  
 (c) 2006 The Gale Group

File 484:Periodical Abs Plustext 1986-2006/Jan W4  
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Set Items Description

S1 19289 MASCARA OR (LASH OR LASHES OR EYELASH OR EYELASHES) (1N) (EXTEND??? OR FORTIFY??? OR FORTIFIE?? OR LENGTHEN??? OR VOLUMIZE??? OR VOLUMIS??? OR THICKEN???)

S2 32576 WASHABLE OR (REMOV??? OR WASH???) (1N) WATER OR (BASECOAT OR BASE() COAT OR PRIMER) (5N) WATER

S3 55267 WATERPROOF OR MOISTUREPROOF OR (WATER OR MOISTURE) () (PROOF OR REPELL?N?? OR RESISTAN??)

S4 193629 APPLICATOR? ? OR APPLIER? ? OR WAND? ? OR BRUSH OR BRUSHES

S5 2374958 RESERVOIR? ? OR CHAMBER? ? OR CHAMBRE? ? OR CAVITY OR CAVITIES OR COMPARTMENT? ? OR SECTION? ?

S6 543750 DIRECTIONS OR INSTRUCTIONS

S7 1 LICITHIN

S8 643 AMPHOTERIC() SURFACTANT? ?

S9 2351 (NONIONIC OR NON() IONIC) () SURFACTANT? ?

S10 70 S1(S)S2(S)S3

S11 0 S10(S)S4(S)S5

S12 10 S10(S)S4:S6

S13 7 RD (unique items)

S14 7 Sort S13/ALL/PD,A

S15 0 S1 AND S7 AND S8 AND S9

S16 60 S10 NOT S12

S17 36 RD (unique items)

S18 2 S17/2004:2006

S19 34 S17 NOT S18

S20 34 Sort S19/ALL/PD,A

14/7/3 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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02185972 Supplier Number: 44123849 (THIS IS THE FULLTEXT)

Cover Girl Remarkable Mascara - Washable - Waterproof MANUFACTURER: Noxell Corp. CATEGORY: Eye Makeup & Accessories

Product Alert, v23, n39, pN/A

Sept 27, 1993

TEXT:

Noxell Corp. has introduced Cover Girl Remarkable Mascara .. It is said to

S31 11 S15 (S) S30  
S32 1 S31 NOT (S8 OR S18 OR S20) [not relevant]

14/7/20 (Item 20 from file: 16)  
DIALOG(R) File 16: Gale Group PROMT(R)  
(c) 2006 The Gale Group. All rts. reserv.  
08999515 Supplier Number: 78395529 (THIS IS THE FULLTEXT)

Star Power.

W, v30, n9, p324

Sept, 2001

TEXT:

Most mascaras help limp lashes get noticed, but Awake's new **dual-ended** **Stardom Mascara** can elevate them to celebrity status--think false eyelashes--thanks to embedded natural fibers and a truly cohesive formula. One end of the wand contains a curved brush for adding volume, while the other provides a trusty **waterproof topcoat** via a lash-separating comb. Available at Henri Bendel.

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14/7/21 (Item 21 from file: 16)  
DIALOG(R) File 16: Gale Group PROMT(R)  
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09324519 Supplier Number: 81251986 (THIS IS THE FULLTEXT)  
Awake Stardom Mascara - Onyx; Brownstone; Lapis; Eye Gloss - Moonstone;  
Topaz; Pale Amethyst; Elegant Emerald; Aquamarine; Eyebrow Palette - E-1;  
E-2 MANUFACTURER: Kose Corp. CATEGORY: 315 - Eye Makeup &  
Accessories. (Brief Article) (Product Announcement)

Product Alert, v31, n24, pNA

Dec 24, 2001

TEXT:

New Awake **Stardom Mascara** is available in the U.S. in a **dual-ended** tube from Kose Corp. of Japan. The **Mascara** is offered in Onyx, Brownstone and Lapis shades and is said to be a dual formula that provides maximum thickness, length and curl. The tube contains two natural fiber-embedded formulas and two very unique applicators. They're claimed to be **waterproof top coats** that have long-wearing benefits. Stardom Eye Gloss, packaged in a stand-on cap, plastic tube, is a "sparkling, cooling water-based gel formulated with moisturizing botanicals." It is said to provide sheer water colors with maximum sparkle and shine, pretty pastel shades that go on subtle and smooth and provide a long lasting brilliant finish. The shades include Moonstone, Topaz, Pale Amethyst, Elegant Emerald and Aquamarine. The Eyebrow Palette contains two different textures in one compact. A "cream base to define brow shape, and a natural fiber-embedded powder to fill in missing hairs and add fullness. The two bases combined create a life-like and natural thickness, resulting in the appearance of uniform looking brows that last all day long." E-1 and E-2 shades are offered. Literature for the product line states, "Encased in eye-catching, high-sheen, metallic red and silver colors, the line features the hottest color trends in truly futuristic formulas. Stardom colors create illuminating star aura by reflecting light and creating the appearance of a flawless complexion with every product and application. The suggested retail prices are \$25.00, \$18.00 and \$26.00, respectively. For sample retrieval information, please call: Marketing Intelligence Service, Ltd.,

[Stardom Mascara](#)

A revolutionary, dual-ended formula that provides maximum thickness, length and curl. The dual function mascara contains two natural fiber-embedded formulas and two very unique applicators. Waterproof top coats for long-wearing benefits.

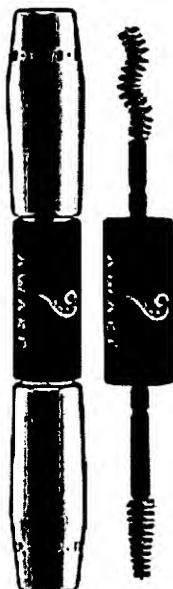
1. Apply the base with the curved, tapered brush for volume and length.
2. Use the flat end of the comb to lift, curl, and apply the waterproof base.
3. Finish by combing thoroughly to separate and define lashes.

Available in 3 shades, \$26 for 8.0 g / 0.28 oz.

► [click here for the color chart](#)



► [click here to see the amazing results](#)

[Stardom Optic Force Mascara](#)

The latest innovation in makeup from Stardom series, this mascara features a dual-ended, no-fiber formula to maximize volume and length for beautifully shaped lashes. Specially designed M-shaped wand (patent pending) adds more volume in the center and length on the sides to create the appearance of bigger, wider eyes. Water- and sweat-proof top formula keeps the finish smudge-free and the color vibrant all day. Contains *Vitamin E, Gingko and Watercress extracts* to gently care for the eye area.

1. Hold the applicator so that the "M" shape of the wand faces the lashes. Apply base coat, concentrating on the center.
2. Turn the applicator upside down so that it forms a "W" shape, and lift up lashes in the center to curl.
3. Before the base dries, apply the top coat, combing the sides of lashes. To remove, use All Away Make-up Remover.

Available in 3 shades, \$28 for 8.0g / 0.28 oz.

► [click here for the color chart](#)

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Product Photo

### Brenda Christian Treatment Mascara Duo

Item #TI-0122-01-004

By coupling a cream primer, which nurtures your lashes and creates lush, thick lashes with a gentle natural beeswax mascara... Brenda Christian gave birth to the ~ ~ ~ Treatment Mascara Duo.

**MANIAC PRICE**

\$17.50

The two ended tube holds the Conditioning Primer and the Treatment Mascara. Conditioning Primer is a gentle natural carnauba-based lash moisturizer loaded with Soy Protein and Panthenol to nourish the lashes through the day as it protects and volumizes your lashes. The Conditioning Primer holds onto the Treatment Mascara through out the day and prevents flaking, smudging or smearing. The Treatment Mascara is a natural beeswax-based formula with Panthenol. The neutral color appears black on brunettes and a soft black/brown on blondes and redheads. Because this unique formula adjusts to your natural hair color, it amplifies a perfect color intensity.

- ~ Fragrance and Fume Free
- ~ Hypo Allergenic
- ~ Water Resistant
- ~ Easily Removed with any Facial Cleanser
- ~ Won't Flake, Smudge or Smear.
- ~ Recommended for Contact Lens Wearers.

Quantity

**ADD TO CART**

Click here once you have selected the quantity you would like.

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MUM - NY 154 Orchard St. NY, NY 10002 212-533-5900  
Phone: 818-563-5321 - Fax: 818-563-1276 Toll Free: 1-800-711-7182  
<http://web.archive.org/web/20011127054730/http://www.makeupmania.com/>

glides on effortlessly without smudging, smearing or clumping. The new mascara comes in Black, Brown, and Black Brown colors packaged in a dispenser with a full sweep brush . The Cover Girl brand holds a 24% market share of the cosmetics segment. Sales of...

14/3,K/5 (Item 5 from file: 47)  
DIALOG(R)File 47:Gale Group Magazine DB(TM)  
(c) 2006 The Gale group. All rts. reserv.  
05963804 SUPPLIER NUMBER: 66810052 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Survival of the Sexiest.(Brief Article)  
Cosmopolitan, 229, 5, 278  
Nov, 2000  
DOCUMENT TYPE: Brief Article ISSN: 0010-9541 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 936 LINE COUNT: 00072  
... Shiseido Petit Shadow Duo in Gold and Silver Glint, \$22.50.  
Now, take a liner brush and underscore your lower lash lines, first using the green cream shadow, then layering the...  
...it and dabbing a little extra in inner corners. Top off lashes with soft black mascara . Try Cover Girl Remarkable Washable Waterproof Mascara in Soft Black, \$5.  
As for the nails, try a gilded dark green nail tint...

20/3,K/1 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.  
01657159  
Noxell - Patents & Copyrights.  
ANNUAL REPORT 1986 p. 01  
... Growth was led by mascaras and was enhanced by the introduction of new Clean Lash Washable Waterproof Mascara , the formula that combines the best features of waterproof and regular mascaras. Cover Girl Shadows became the number two-brand in the category following...

20/3,K/2 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.  
01377330  
For the record: Worth noting: Noxell Corp.  
ADVERTISING AGE July 14, 1986 p. 73  
Noxell (Baltimore, Maryland) is introducing Cover Girl Clean Lash Mascara , said to be both waterproof and soap and water washable . TV spots will support the introduction. . .

20/3,K/5 (Item 5 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2006 The Gale Group. All rts. reserv.  
01253394 Supplier Number: 41323788 (USE FORMAT 7 FOR FULLTEXT)  
Maybelline No Problem Mascara - Very Black; Mascara - Brownish Black;  
Mascara - Midnight Blue; Mascara - Royal Teal; Mascara - Amethyst  
MANUFACTURER: Maybelline Co. CATEGORY: Eye Makeup & Accessories

Product Alert, v20, n19, pN/A

May 7, 1990

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 145

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Maybelline has introduced No Problem Mascara under the Maybelline brand name. According to company literature, No Problem is the new name for Performing Mascara. Available in Very Black, Brownish Black, Midnight Blue, Royal Teal and Amethyst shades, the mascara comes in an "elegant" burgundy tube with "rich" gold graphics and carries the seal that...  
...sensitive eyes." The suggested retail is \$3.75. Created to give women a "hassle-free" mascara, No Problem Mascara is "water-resistant, so it stands up to tears and water yet removes gently like a washable." It "won't glob, clump, smudge, smear or flake either..."

20/3,K/18 (Item 18 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB

(c) 2006 The Gale Group. All rts. reserv.

10225121 SUPPLIER NUMBER: 20570184 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Maybelline eyes market dominance with advanced technology  
products.(Editorial)

Parks, Liz

Drug Store News, v20, n7, p15(2)

April 27, 1998

DOCUMENT TYPE: Editorial ISSN: 0191-7587 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 825 LINE COUNT: 00067

... of Great Wear Eye Color last July, continued with the launch of Maybelline Volum' Express Washable Mascara last September and went on to include the launch of Eye Express Easy Lining Pen this past February. It is continuing this May with the launch of Maybelline Volum' Express Waterproof Washable Mascara.

For the year-to-date period ended Feb. 21, Volum' Express, an innovative mascara that...

20/3,K/22 (Item 22 from file: 9)

DIALOG(R) File 9:Business & Industry(R)

(c) 2006 The Gale Group. All rts. reserv.

02063343 Supplier Number: 25587306 (USE FORMAT 7 OR 9 FOR FULLTEXT)

P&G Simplifies Beauty Care

(Procter & Gamble Cosmetic Products' Complete Radiance line of foundations  
is to appear with a national print and broadcast ad campaign)

MMR, v 17, n 6, p 36

February 07, 2000

DOCUMENT TYPE: Journal ISSN: 0743-5258 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 587

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...its new smudge-resistant "clean look" technology last spring the brand has reformulated its Remarkable Washable Waterproof mascara with an

improved waterproof , smudgeproof formula that can come off easily with soap and water...

20/7/3 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.  
02284780  
Revlon Lashmania Mascara - Brown Mania MANUFACTURER: Revlon, Inc. CATEGORY:  
Eye Makeup & Accessories  
Product Alert August 28, 1989 p. N/A  
Samples have been obtained of Revlon Lashmania Mascara . Available in a Brown Mania shade, the mascara is packaged in a .30 oz. tube that's blister-packed. Manufactured by Revlon, Inc., it retails for \$3.25. This product is said to be clump-proof, smudge-proof, fragrance free, hypoallergenic, flake-proof, water-resistant, and soap and water washable . Package copy states, "Lengthens and thickens - turns wimpy into wow - Ophthalmologist-tested - exclusive MegaBrush, the big lashmaker for the biggest lashesL" To obtain a sample of this product, contact: Marketing Intelligence Service, Ltd., (716) 374-6326 for availability, pricing and delivery.  
THIS IS THE FULL TEXT: Copyright 1989 by Marketing Intelligence Service Ltd.  
WORD COUNT: 100

File 248:PIRA 1975-2006/Dec W3  
(c) 2006 Pira International

Set	Items	Description
S1	36	MASCARA
S2	8	RIMEL OR (MAXIMUM() IMPACT) (S)VICTORIA OR WILLA()KRAUSE OR - STARDOM()MASCARA OR BARE()ESCENTUALS OR TOO()FACED OR (VOLUME- ()EXTEND???) (S)(OREAL OR LOREAL) OR BOURJOIS OR COUP(1W)THEATRE OR DOUBLE()LASH()MASCARA(1W)PRIMER OR LONG(1W)RICH()DUAL()EN- DED
S3	0	S1 AND S2
S4	3	S1/2004:2006
S5	33	S1 NOT S4
S6	10607	WASH???? OR RINS???? OR SOAP(1N)WATER OR NONWATERPROOF OR - NON()WATERPROOF
S7	977	WATERPROOF
S8	530	WATER() (RESISTANT OR REPELLANT)
S9	0	S1 AND S6 AND S7:S8
S10	1	S1 AND S6:S8 [not relevant]

File 155:MEDLINE(R) 1951-2005/Dec 31  
(c) format only 2006 Dialog

File 5:Biosis Previews(R) 1969-2006/Jan W4  
(c) 2006 BIOSIS

File 73:EMBASE 1974-2006/Jan 26  
(c) 2006 Elsevier Science B.V.

File 34:SciSearch(R) Cited Ref Sci 1990-2006/Jan W4  
(c) 2006 Inst for Sci Info

File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info

File 144:Pascal 1973-2006/Jan W1  
(c) 2006 INIST/CNRS

File 18:Gale Group F&S Index(R) 1988-2006/Jan 27  
(c) 2006 The Gale Group

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

File 399:CA SEARCH(R) 1967-2006/UD=14405  
(c) 2006 American Chemical Society

File 42:Pharmaceutcl News Idx 1974-2006/Jan W2  
(c)2006 ProQuest Info&Learning

File 285:BioBusiness(R) 1985-1998/Aug W1  
(c) 1998 BIOSIS

File 319:Chem Bus NewsBase 1984-2006/Jan 26  
(c) 2006 Elsevier Eng. Info. Inc.

File 19:Chem. Industry Notes 1974-2006/ISS 200604  
(c) 2006 Amer. Chem. Soc.

File 156:ToxFile 1965-2005/Nov W2  
(c) format only 2005 Dialog

File 74:Int.Pharm.Abs 1970-2006/Dec B2  
(c) 2006 The Thomson Corporation

File 94:JICST-EPlus 1985-2006/Nov W2  
(c)2006 Japan Science and Tech Corp (JST)

File 35:Dissertation Abs Online 1861-2006/Jan  
(c) 2006 ProQuest Info&Learning

File 50:CAB Abstracts 1972-2005/Dec  
(c) 2006 CAB International

Set	Items	Description
S1	8233	MASCARA
S2	324	RIMEL OR (MAXIMUM() IMPACT) (S)VICTORIA OR WILLA()KRAUSE OR - STARDOM()MASCARA OR BARE()ESCENTUALS OR TOO()FACED OR (VOLUME- ()EXTEND???) (S)(OREAL OR LOREAL) OR BOURJOIS OR COUP(1W)THEATRE OR DOUBLE()LASH()MASCARA(1W)PRIMER OR LONG(1W)RICH()DUAL()EN- DED
S3	581407	WASH???? OR RINS???? OR SOAP(1N)WATER OR NONWATERPROOF OR - NON()WATERPROOF
S4	20928	WATERPROOF
S5	32719	WATER() (RESISTANT OR REPELLANT)
S6	25	S1 AND S2
S7	1	<b>S6 AND S3:S5 [not relevant]</b>
S8	24	S6 NOT S7
S9	23	RD S8 (unique items)
S10	5	S9/2004:2006
S11	18	S9 NOT S10
S12	18	<b>Sort S11/ALL/PY,A</b>
S13	42	S1 AND S3 AND S4:S5
S14	42	S13 NOT S6
S15	42	RD (unique items)
S16	7	S15/2004
S17	6	S15/2005
S18	0	S15/2006
S19	30	S15 NOT S16:S17
S20	30	<b>Sort S19/ALL/PY,A</b>

12/7/14 (Item 14 from file: 18)

DIALOG(R)File 18:Gale Group F&S Index(R)

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05282428 Supplier Number: 88726322

Too Faced Electric Lash Mascara - Static; Jolt; Voltage; Shock  
MANUFACTURER: Too Faced Cosmetics CATEGORY: 315 - Eye Makeup &

Accessories.(Brief Article)

Product Alert, v31, n9, pNA

May 13, 2002

COMMENTS: Too Faced Electric Lash Mascara - Static; Jolt; Voltage; Shock

MANUFACTURER: Too Faced Cosmetics CATEGORY: 315 - Eye Makeup &  
Accessories.(Brief Article)

12/7/15 (Item 15 from file: 18)

DIALOG(R)File 18:Gale Group F&S Index(R)

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05224686 Supplier Number: 86385806

Following the launch late last year of Bourjois ' make-up bases.

(Cosmetics).(new product introduction from Bourjois )(Brief Article)

Cosmetics International Cosmetic Products Report, v17, n208, p11(1)

May, 2002

20/7/2 (Item 2 from file: 18)

DIALOG(R)File 18:Gale Group F&S Index(R)

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01150997 Supplier Number: 40772622

Serial 10/666368  
January 27, 2006

**Max Factor Products**

Cosmetics and Toiletries, p26

May, 1989

**ABSTRACT:**

Max Factor's new 2000 Calorie Mascara is a triple polymer formula that thickens eyelashes to 300% their normal size, without clumping. The mascara is hypoallergenic, flake-proof, smudge-proof, and water-resistant though it comes off easily with soap and water. Max Factor, a Revlon subsidiary, also introduced its Quick Draw Magic Eyeliner Pen, a precision felt-tip eyeliner pen that works on the basis of a flow-through pen.

COMMENTS: Max Factor: New 2000 Calorie Mascara thickens eyelashes to 300% their normal size

20/7/4 (Item 4 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)

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04256860

**AVON LAUNCHES LASH RAINCOAT WATERPROOF COATING FOR MASCARA****US - AVON LAUNCHES LASH RAINCOAT WATERPROOF COATING FOR MASCARA**

(Z) 15 April 1991 pN/A

Described as "another Avon first" is the "new" Lash Raincoat Waterproof Coating for Mascara. Packaged in a .33 oz. mascara -type tube, the Clear coating is to be applied to eye lashes after using non - waterproof mascara. This product was created so the consumer can wear their favorite non-waterproof mascara under this waterproof coating.

Ophthalmologist tested, this product is said to wash off easily with soap and water. Manufactured by Avon Products, Inc., it will carry a suggested retail of US\$12.79. To obtain a sample of this product, contact: Marketing Intelligence Service, Ltd., (716) 374-6326 for availability, pricing and delivery. THIS IS THE FULL TEXT: Copyright 1991 by Marketing Intelligence Service Ltd. WORD COUNT: 98\*\*

20/7/6 (Item 6 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)

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05961812

**Clinique Targets Eyes For Spring****UK: CLINIQUE LAUNCHES NEW EYE PRODUCTS**

Cosmetics International (CIL) 10 Mar 1994 p.4

Language: ENGLISH

Clinique has introduced its new range of eye cosmetic products: Pair of Shades is a two pan palette in pre-selected colour combinations, with one colour to highlight and the other to shade. The 16 duos are tone on tone combinations that have been colour matched to the company's Colour Coaching concept. The product contains microscopic porous silica beads to help absorb oil and results in crease resistant and long wearing makeup. Brow Shaper has a user spectrum from blonde to brunette, adapting itself to a wide range of complexion colourings. It comes with brow shaping brush. Gentle Proof mascara is waterproof and gentle enough to be removed with soap and water. \*

20/7/9 (Item 9 from file: 42)  
DIALOG(R)File 42:Pharmaceutical News Idx  
(c) 2006 ProQuest Info&Learning. All rts. reserv.  
00680048 52680289  
CTFA in brief: Cover Girl  
AUTHOR: Anonymous  
FDC Reports: The Rose Sheet, v21, n11, p11  
March 13, 2000  
CODEN: FRTCE9 DOCUMENT TYPE: Periodical; News JOURNAL CODE: TFS  
LANGUAGE: English RECORD TYPE: Citation

File 16:Gale Group PROMT(R) 1990-2006/Jan 26  
(c) 2006 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2006/Jan 26  
(c) 2006 The Gale Group

File 9:Business & Industry(R) Jul/1994-2006/Jan 26  
(c) 2006 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2006/Jan 27  
(c) 2006 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2006/Jan 27  
(c) 2006 The Gale Group

File 149:TGG Health&Wellness DB(SM) 1976-2006/Jan W3  
(c) 2006 The Gale Group

File 635:Business Dateline(R) 1985-2006/Jan 26  
(c) 2006 ProQuest Info&Learning

File 20:Dialog Global Reporter 1997-2006/Jan 26  
(c) 2006 Dialog

Set Items Description

S1 20657 MASCARA

S2 3891 RIMEL OR (MAXIMUM() IMPACT) (S)VICTORIA OR WILLA()KRAUSE OR -  
STARDOM()MASCARA OR BARE()ESCENTUALS OR TOO()FACED OR (VOLUME-  
(EXTEND???) (S)(OREAL OR LOREAL) OR BOURJOIS OR COUP(1W)THEATRE  
OR DOUBLE()LASH()MASCARA(1W)PRIMER OR LONG(1W)RICH()DUAL() EN-  
DED

S3 975570 WASH???? OR RINS???? OR SOAP(1N)WATER OR NONWATERPROOF OR -  
NON()WATERPROOF

S4 34863 WATERPROOF

S5 12782 WATER() (RESISTANT OR REPELLANT)

S6 262 S1(S)S2

S7 0 S6(S)S3(S)S4:S5

S8 50 S6(S)S3:S5

S9 44 RD (unique items)

S10 9 S9/2004

S11 3 S9/2005

S12 0 S9/2006

S13 32 S9 NOT S10:S11

S14 32 Sort S13/ALL/PD,A

S15 151 S1(S)S3(S)S4:S5

S16 0 REVOLN? ?() (WASHABLE()WATERPROOF)

S17 0 REVOLN? ?(S)WASHABLE()WATERPROOF

S18 73 S1/TI,DE AND S15

S19 73 S18 NOT S8

S20 19 (COVERGIRL OR COVER()GIRL) (1ON) (REMARKABLE (2W)MASCARA) (S)W-  
ASHABLE(S)WATERPROOF

S21 63 S19 NOT S20

S22 29 (COVERGIRL OR COVER()GIRL) (S)REMARKABLE (3W)MASCARA

S23 63 S19 NOT S22

S24 43 RD (unique items)

S25 4 S24/2005

S26 0 S24/2006

S27 5 S24/2004

S28 34 S24 NOT S25:S27

S29 34 Sort S28/ALL/PD,A

S30 3071589 DUO OR DUAL OR DOUBLE

(716) 374-6326.

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29/7/12 (Item 12 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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01124523 Supplier Number: 40860890 (THIS IS THE FULLTEXT)

**Bonne Bell Clean Color Wash -Off Waterproof Mascara - Black; Wash -Off Waterproof Mascara - Black/Brown; Wash -Off Waterproof Mascara -Deepest Brown** MANUFACTURER: Bonne Bell, Inc. CATEGORY: Eye Makeup & Accessories

Product Alert, v19, n28, pN/A

July 10, 1989

TEXT:

Bonne Bell, Inc. is introducing Clean Color Wash -Off Waterproof Mascara in Black, Black/Brown and Deepest Brown shades. The mascara, reported under the Bonne Bell name, is said to be 100% fiber free. To obtain a sample of this product, contact: Marketing Intelligence Service, Ltd., (716) 374-6326 for availability, pricing and delivery.

Publishers Classification

SIC2844520 CLASS33 RC1USA

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29/7/16 (Item 16 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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01627705 Supplier Number: 42010277 (THIS IS THE FULLTEXT)

**Avon Lash Raincoat Waterproof Coating for Mascara - Clear** MANUFACTURER: Avon Products, Inc. CATEGORY: Eye Makeup & Accessories

Product Alert, v0, n0, pN/A

April 15, 1991

TEXT:

Described as "another Avon first" is the "new" Lash Raincoat Waterproof Coating for Mascara. Packaged in a .33 oz. mascara -type tube, the Clear coating is to be applied to eye lashes after using non - waterproof mascara. This product was created so the consumer can wear their favorite non - waterproof mascara under this waterproof coating. Ophthalmologist tested, this product is said to wash off easily with soap and water. Manufactured by Avon Products, Inc., it will carry a suggested retail of \$2.79. To obtain a sample of this product, contact: Marketing Intelligence Service, Ltd., (716) 374-6326 for availability, pricing and delivery.

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29/7/25 (Item 25 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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01514019 Supplier Number: 24207423

Estee Lauder Raincoat Waterproofing Topcoat for Mascara ; Lash Primer  
Plus; Eye and Lip Makeup Remover

(Estee Lauder has introduced three new eye cosmetics in the Estee Lauder  
line: Raincoat Waterproofing Topcoat for Mascara , Lash Primer Plus and  
Eye and Lip Makeup Remover)

Product Alert, v 28, n 6, p N/A

March 23, 1998

WORD COUNT: 188

TEXT:

Raincoat Waterproofing Topcoat for Mascara is one of three new eye cosmetics in the Estee Lauder line. Said to be a revolutionary mascara sealant that goes right over your favorite non - waterproof mascara , it "utilizes optimum waterproofing resins to form a micro-thin, flexible barrier, so lashes remain supple, not stiff or tacky." According to company literature, a "special polymer complex ensures adhesion, pliancy, smooth application and extended wear, without flaking or smudging." This "sheer and transparent" topcoat features a "unique brush, which resembles a cross between a paintbrush and toothbrush." Raincoat is "ophthalmologist-tested, fragrance-free, rub-proof, smudge and flakeproof." The suggested retail price is \$15.00. The company is also offering Lash Primer Plus, a "great conditioning base for lashes." The suggested retail price is \$15.00. The Eye and Lip Makeup Remover "for LongWear formulas" is a "quick and gentle double-phase liquid (that) easily removes long-wearing eye makeup, even waterproof formulas." It is said to dissolve makeup quickly without any greasy residue. This "ophthalmologist-tested, fragrance-free" product has a suggested retail price of \$14.50.. Estee Lauder Inc. is the manufacturer. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

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29/7/26 (Item 26 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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06018213 Supplier Number: 53433195 (THIS IS THE FULLTEXT)

SMEARY MASCARA ? THERE'S THE RUB.

Soap-Cosmetics-Chemical Specialties, v74, n12, p42(1)

Dec, 1998

TEXT:

With new technology, Cover Girl tackles one of consumers' greatest makeup concerns: mascara smudge. Its patent-pending "Clean Look" dual-polymer formula, aimed at stamping out smudges, has been added to three Cover Girl mascara favorites to create new Natural LashDarkener, Professional Advanced Mascara and Super Thick Lash Mascara . Cover Girl claims that Clean Look technology solves common mascara mishaps: its film strengtheners and dual-polymer system make the mascara more pliable, helping it resist abrasion and reduce smudging; its heat resistance and high-melting waxes enable the mascara to withstand high temperatures to resist smudging throughout the day; and, containing both water-soluble and water - resistant polymers, Clean Look makes mascara durable, yet easy to remove with just soap and water. In addition,, the products utilize the Cover Girl mascara delivery system - brush, wand and wiper - that is engineered to deposit the precise amount of mascara on lashes. All three are

hypoallergenic, fragrance-free and suitable for contact-lens wearers and those with sensitive eyes. They are suggested at the retail price of \$4.75.

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29/7/28 (Item 28 from file: 9)

DIALOG(R) File 9:Business & Industry(R)

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01801114 Supplier Number: 24586668

Oil of Olay Beauty Mascara - Black; Black/Brown; Aqua Care Mascara - Black; Black/Brown; Eyeshadow - Tulips & Violets; Autumn & Spring; Safari Green & Light Moss; Apricot & Hazelnut; Olive & Savanna; Deep Plum & Natural Burgundy; Water & Sand; Brazil Brown & Golden Sand; Arielle Blue & Blue Frost; Eyeliner - Espresso; Forest Green; Frosted Blue; Sapphire; Aubergine; Black Velvet MANUFACTURER: Procter & Gamble Cosmetics

CATEGORY: 315 - Eye Makeup & Accessories

(Procter & Gamble Cosmetics' new Oil of Olay makeup collection includes smudge resistant Beauty Mascara, waterproof Aqua Care Mascara, six shades of eyeliner and nine color combinations of eyeshadow)

Product Alert, v 29, n 6, p N/A

March 22, 1999

WORD COUNT: 312

TEXT:

The new Oil of Olay Color Collection is set to be launched next month by Procter & Gamble Cosmetics. This "skin care based" line of cosmetics is claimed to provide "lasting color that cares" and is said to be dermatologist tested. Beauty Mascara is promoted in company literature as, "Smudgeproof - Long lasting - Washes off easily with soap and water - Glides on smoothly and resists clumping and globbing - Adds deep, intense color to your lashes - Safe for contact lens wearers - Safe for sensitive eyes." Aqua Care is the name of the alternative waterproof formula of mascara. It is touted as, "Safe for contact lens wearers - Resists smudging and smearing." Both versions are available in Black and Black/Brown shades and are packaged in 0.3 fl. oz. (9ml) black plastic tubes. Promoted as a conditioning formula that glides on to softly or intensely accent eyes, the 0.04 oz. (1g) Eyeliner pencils come in Espresso, Forest Green, Frosted Blue, Sapphire, Aubergine and Black Velvet shades. Described as a light, silky, easily blendable formula that is safe for contact lens wearers, Eyeshadow is packaged in a 0.16 oz. (4g) black plastic compact case with two cakes of eyeshadow and "a specially designed applicator (that) helps color go on easily and accurately." It comes in nine different varieties: Autumn & Spring, Tulips & Violets, Safari Green & Light Moss, Apricot & Hazelnut, Olive & Savanna, Deep Plum & Natural Burgundy, Water & Sand, Brazil Brown & Golden Sand and Arielle Blue & Blue Frost. Packaging for the line displays the Oil of Olay logo in black and gold; both cakes of eyeshadow powder are embossed with the logo as well. The suggested retail price for the eyeshadow is \$3.85, while the other items have an SRP of \$7.00 each. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

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29/3,K/22 (Item 22 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB

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06677944 SUPPLIER NUMBER: 13223143 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**SAFARI CLIMATE RESPONSE MASCARA , LIP SPF AND LIP LINER PROVIDES THE  
FINISHING TOUCH TO RALPH LAUREN'S FALL 1993 WOMENSWEAR COLLECTION**

PR Newswire, p0817NYBFNS1

August 17, 1993

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 543 LINE COUNT: 00043

... extraordinary formula thickens and defines lashes. Though water-resistant, it is easy to remove with soap and water or eye makeup remover. Presented in a detailed faux-silver case embossed with the Ralph Lauren insignia, the mascara resembles a fine antique fountain pen, and is both elegant and functional. Available in Soft...

(FILE 'HOME' ENTERED AT 17:11:42 ON 26 JAN 2006)  
FILE 'HCAPLUS, KOSMET' ENTERED AT 17:11:51 ON 26 JAN 2006

L1 21 S S MASCARA OR (LASH OR LASHES OR EYELASH OR  
EYELASHES) (5N) (EX  
L2 29534 S LECITHIN OR LICITHIN  
L3 739 S AMPHOTERIC SURFACTANT# AND (NON IONIC OR  
NONIONIC) (W) SURFACTA  
L4 532 S MASCARA  
L5 14 S (LASH OR LASHES OR EYELASH##) (5N) (EXTEND### OR FORTIFIE## OR  
L6 0 S (L4 OR L5) AND L2 AND L3

(FILE 'HOME' ENTERED AT 09:15:00 ON 27 JAN 2006)  
FILE 'KOSMET' ENTERED AT 09:15:15 ON 27 JAN 2006

L1 85 S MASCARA  
L2 13 S RIMEL OR MAXIMUM IMPACT OR WILLA KRAUSE OR STARDOM MASCARA OR  
FILE 'STNGUIDE' ENTERED AT 09:19:21 ON 27 JAN 2006  
L3 0 S WATERPROOF  
L4 0 S WASH OR WASHES OR WASHABLE OR RINSE OR RINSES OR RINSABLE

L2 ANSWER 6 OF 13 KOSMET COPYRIGHT 2006 IFSCC on STN

ACCESSION NUMBER: 27498 KOSMET  
FILE SEGMENT: miscellaneous  
TITLE: CONCEPT TO CONSUMER  
AUTHOR: MASON S (GLOBAL COSMETIC INDUSTRY, ALLURED PUBLICATION  
CORPORATION, 362 SOUTH SCHMALLE ROAD, CAROL STREAM, IL  
601188, USA, TEL: +1-630-653-2155, FAX:  
+1-630-653-2192, WEB SITE: www.Allured.com)  
SOURCE: GLOBAL COSMETIC INDUSTRY, 2003, 171, 3, 38-41  
DOCUMENT TYPE: Report  
LANGUAGE: English

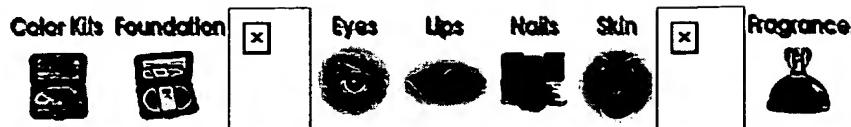
AN 27498 KOSMET FS miscellaneous  
AB A report is given on the company \*\*\*Too\*\*\* \*\*\*Faced\*\*\* Cosmetics.  
\*\*\*Too\*\*\* \*\*\*Faced\*\*\* Cosmetics teamed up with the contract  
manufacturer The Color Factory in its Spring launch of Shadow Soiree.  
\*\*\*Too\*\*\* \*\*\*Faced\*\*\* 's core market are young women aged 16 to 36.  
To keep its line fresh and on the cutting-edge, \*\*\*Too\*\*\*  
\*\*\*Faced\*\*\* launched its spring collection of shadows in March 2003.  
For the launch, \*\*\*Too\*\*\* \*\*\*Faced\*\*\* turned to the originator of  
the brand's eye shadows, The Color Factory. The development of  
\*\*\*Too\*\*\* \*\*\*Faced\*\*\* 's Spring Collection shadows began more than a  
year ago. Further details of the development of the products at The Color  
Factory, its creating by creative director Jerrod Blandino at The  
\*\*\*Too\*\*\* \*\*\*Faced\*\*\* company are discussed, and further facts are  
given about the contract manufacturer.

L2 ANSWER 8 OF 13 KOSMET COPYRIGHT 2006 IFSCC on STN

ACCESSION NUMBER: 26413 KOSMET  
FILE SEGMENT: miscellaneous  
TITLE: CHANEL: A TIMELESS CLASSIC  
AUTHOR: MATTHEWS I (MATTHEWS I=CONSULTANT, UNITED KINGDOM)  
SOURCE: HAPPI, 2002, 39, 12, 40-42  
DOCUMENT TYPE: Report  
LANGUAGE: English  
AN 26413 KOSMET FS miscellaneous

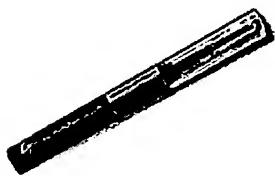
AB Chanel is best known for its long-standing classic fragrance, No. 5, which globally continues to command the pole position after decades on the market. Yet Chanel is much more than a fragrance house and is at the forefront of cosmetics development within the prestige beauty sector. According to Euromonitor, sales of the privately-owned French company which also includes the \*\*\*Bourjois\*\*\* cosmetics brand, were estimated to total more than USD1.4 billion in 2001, an increase of 7% compared to 2000. Its fragrance business is dominated by the brands No. 5, Allure, allure for Men and the newest addition Coco Mademoiselle, and is valued at USD697 million. Sales of color cosmetics adds another USD680 million, and the balance of sales comes from skin care products, worth USD90 million, according to Euromonitor. Precision is Chanel's advanced skin treatment range, which was developed by C.E.R.I.E.S., Chanel's Epidermal and Sensory Research and Investigation Centre. Research by CERIES, in collaboration with the University of Vienna, has led to the discovery of a key contributor to skin radiance called V.E.G.F., or Vascular Endothelial Growth Factor. V.E.G.F. is a protein that occurs naturally in the skin and encourages the growth of blood vessels by promoting exchanges between the dermis and the epidermis. It is a key factor in the maintenance of the capillary networks. Since nutrients are transported by blood vessels, V.E.G.F. plays a vital role in ensuring the regularity and effectiveness of blood flow, essential for the maintenance of healthy and attractive looking skin. This discovery has resulted in the development of an exclusive complex, Pulsator, which is incorporated in Chanel's Eclat Originel, a radiance-revealing serum. Chanel researchers tested some 43 ingredients that are capable of influencing the production of V.E.G.F. and the substance that proved most effective was an extract of the Japanese shiitake mushroom. The mushroom contains important molecules including lentinan, a polysaccharide which has a powerful effect on the synthesis of V.E.G.F. Furthermore Chanel pioneered the use of optical pigments in makeup and has continued in its quest for innovation in this area. The report then discusses some of Chanel's new make up brands. Furthermore, new product launches from \*\*\*Bourjois\*\*\* are discussed.

L2 ANSWER 13 OF 13 KOSMET COPYRIGHT 2006 IFSCC on STN  
ACCESSION NUMBER: 7739 KOSMET  
FILE SEGMENT: miscellaneous; scientific, technical  
TITLE: ELAN- \*\*\*BOURJOIS\*\*\* : QUALITY CONTROL IN THE  
MANUFACTURE OF COSMETICS  
ELAN- \*\*\*BOURJOIS\*\*\* : ASSURANCE QUALITE TOTALE DES  
FABRICATIONS COSMETIQUES  
AUTHOR: BASSET F  
SOURCE: PARFUMS COSMET AROMES, 1991, 96, 35-36  
DOCUMENT TYPE: Journal  
LANGUAGE: French  
AN 7739 KOSMET FS miscellaneous; scientific, technical



## Maximum IMPACT cosmetics

### Eyes



Qty

Clear/Black

Qty

Clear/Brown

Add To Cart

VIEW CART

### Dual Mascara

Price:  
\$13.95 Retail  
\$8.50 Wholesale

Victoria's fabulous dual mascara is probably the most copied cosmetic product in America, and for good reason. Victoria's clear gel mascara lets you condition and thicken your lashes for a beautiful natural look, and her traditional dark mascara gives you a more dramatic look. Best of all, they're both in one convenient tube.

---

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another web site by . . .  
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File 350:Derwent WPIX 1963-2006/UD,UM &UP=200606

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File 371:French Patents 1961-2002/BOPI 200209

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File 347:JAPIO Nov 1976-2005/Aug (Updated 051205)

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Set Items Description

S1	2269	MASCARA OR (LASH OR LASHES OR EYELASH OR EYELASHES) (1N) (EXTEND??? OR FORTIFY??? OR FORTIFIE?? OR LENGTHEN??? OR VOLUMIZE??? OR VOLUMIS??? OR THICKEN???)
S2	115705	WASHABLE OR (REMOV??? OR WASH???) (1N) WATER OR (BASECOAT OR BASE() COAT OR PRIMER) (5N) WATER
S3	161077	WATERPROOF OR MOISTUREPROOF OR (WATER OR MOISTURE) () (PROOF OR REPELL?N?? OR RESISTAN??)
S4	141962	APPLICATOR? ? OR APPLIER? ? OR WAND? ? OR BRUSH OR BRUSHES
S5	2825256	RESERVOIR? ? OR CHAMBER? ? OR CHAMBRE? ? OR CAVITY OR CAVITIES OR COMPARTMENT? ? OR SECTION? ?
S6	332630	DIRECTIONS OR INSTRUCTIONS
S7	9613	LICITHIN OR LECITHIN
S8	5626	AMPHOTERIC() SURFACTANT? ?
S9	30554	(NONIONIC OR NON() IONIC) () SURFACTANT? ?
S10	6	S1 AND S2 AND S3
S11	1	S10 AND S4:S6 [a duplicate]
S12	5	S10 NOT S11 [not relevant]
S13	3	S1 AND S7 AND S8 AND S9
S14	1	S13 NOT S10

12/26, TI/1 (Item 1 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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016159854

WPI Acc No: 2004-317741/200430

Water - resistant mascara with a high water content comprises an oil phase, a silicone or acrylic film former, a gelling agent selected from fatty acids, fatty acid esters and glycol derivatives, and pigments, powders and/or fillers

12/26, TI/2 (Item 2 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015586965

WPI Acc No: 2003-649120/200362

Modified powder useful as cosmetics, pharmaceuticals, plastic and coating material, contains N-acylation lysine coated with metallic oxide and/or metal hydroxide

12/26, TI/3 (Item 3 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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014958036

WPI Acc No: 2003-018550/200301

Cosmetic composition for eyelashes comprises tacky film former(s) soluble or dispersible in water, tacky film former(s) soluble in oil, pigment, and fibres

12/26, TI/4 (Item 4 from file: 350)  
 DIALOG(R) File 350:Derwent WPIX  
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 014904148  
 WPI Acc No: 2002-724854/200279  
 Mascara base composition contains tacky film former soluble or  
 dispersible in water, tacky film former soluble in oil, additional film  
 former soluble or dispersible in water, and fibers

14/34/1 (Item 1 from file: 350)  
 DIALOG(R) File 350:Derwent WPIX  
 (c) 2006 Thomson Derwent. All rts. reserv.  
 013627911  
 WPI Acc No: 2001-112119/200112  
Delivery system useful for treating keratinous materials such as hair,  
skin and eyelashes includes organic phospholipid(s), amphoteric  
surfactant (s), nonionic surfactant (s) and suspending agent(s)  
 Patent Assignee: L'OREAL SA (OREA ); CANNELL D W (CANN-I); NGUYEN N V  
 (NGUY-I)

Inventor: CANNELL D W; VAN NGUYEN N; NGUYEN N V

Number of Countries: 094 Number of Patents: 009

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200074644	A1	20001214	WO 2000US15646	A	20000608	200112 B
AU 200053276	A	20001228	AU 200053276	A	20000608	200119
EP 1183008	A1	20020306	EP 2000938200	A	20000608	200224
			WO 2000US15646	A	20000608	
US 20020098230	A1	20020725	US 99328785	A	19990609	200254
US 6440456	B1	20020827	US 99328785	A	19990609	200259
CN 1361679	A	20020731	CN 2000810353	A	20000608	200279
JP 2003501371	W	20030114	WO 2000US15646	A	20000608	200306
			JP 2001501181	A	20000608	
MX 2001012758	A1	20030701	WO 2000US15646	A	20000608	200366
			MX 200112758	A	20011210	
AU 772496	B2	20040429	AU 200053276	A	20000608	200457

Priority Applications (No Type Date): US 99328785 A 19990609

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 200074644	A1	E	32	A61K-007/48

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY CA CH  
 CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE  
 KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO  
 RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
 Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
 IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200053276 A Based on patent WO 200074644

EP 1183008 A1 E A61K-007/48 Based on patent WO 200074644

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
 LI LT LU LV MC MK NL PT RO SE SI

US 20020098230 A1 A61K-009/127

US 6440456 B1 A61K-009/127

CN 1361679 A A61K-007/48

JP 2003501371 W 34 A61K-007/00 Based on patent WO 200074644

MX 2001012758 A1 A61K-007/00 Based on patent WO 200074644

AU 772496 B2 A61K-007/48 Previous Publ. patent AU 200053276

Based on patent WO 200074644

Abstract (Basic): WO 200074644 A1

NOVELTY - A delivery system comprises organic phospholipid(s) which form bilayers in aqueous solution, **amphoteric surfactant (s)**, **nonionic surfactant (s)** (in amount equal or greater to the phospholipid(s)) and suspending agent(s).

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a method for the preparation of the delivery system comprising combining the organic phospholipid(s), **amphoteric surfactant (s)**, **nonionic surfactant (s)**, lipophilic ingredient(s) and water, heating and stirring the mixture, adding suspending agent(s), and heating and stirring the mixture.

USE - The system is useful in shampoo, conditioner, deep treatment for hair, body wash, bath gel, bath oil, hair dyeing composition, permanent wave formulation, make-up composition, skin cream or lotion. The make-up composition is a **mascara** or a **foundation**. It is useful for treating keratinous materials such as hair, skin or eyelashes (all claimed).

ADVANTAGE - The system allows lipophilic materials or ingredients to be incorporated into the system to give a stable, milky solution, lotion, cream or suspension. It requires no alcohol for cosolubilization and no liposome preparation. It is easy to formulate and is gentle on the hair, skin or eyelashes.

pp; 32 DwgNo 0/0

Technology Focus:

TECHNOLOGY FOCUS - ORGANIC CHEMISTRY - Preferred Component: The **amphoteric surfactant** is present in amount greater than that of the phospholipid(s). It is greater than 0-25 wt.% (0-15 wt.%) of the composition. The system further comprises lipophilic ingredient(s) e.g. hydrocarbon or wax. The hydrocarbon is petrolatum or polyethylene. The **nonionic surfactant (s)** are present in amount greater than the phospholipid(s). They contain 8-24C fatty alcohol, 8-24C fatty acid or 8-24C glyceride, and have a hydrophilic-lipophilic balance (HLB) of at least 10. They make up greater than 0-20 wt.% (0-15 wt.%) of the composition. The **nonionic surfactant (s)** is/are polypropylene glycol-5-ceteth-20, polyethylene glycol-20 isocetyl ether or oleth-10. The **amphoteric surfactant (s)** is/are betaine, sultaine, hydroxysultaine, alkyl amphodiacetates, alkyl amphodipropionates, imidazolines and/or their salts, especially a cocamphodipropionate or cocamidopropyl hydroxysultaine. The organic phospholipid (s), **amphoteric surfactant (s)** and the **nonionic surfactant (s)** are present at a ratio of at least 1:0.8:2 or at least 1:1.6:2. The organic phospholipid(s) make up more than 0-5 wt.% (0-3 wt.%) of the system. The system comprises water.

POLYMERS - Preferred Component: The lipophilic ingredient(s) can be a silicone such as siloxane. The suspending agent(s) is/are biopolymer, polysaccharide gum, polyacrylamide, stearate or inorganic clays. It is 1-20 (1-10 wt.%) relative to the total weight of the system

Extension Abstract:

SPECIFIC COMPOUNDS - The **amphoteric surfactant** is a disodium cocamphodipropionate and the organic phospholipid is a lecithin.

EXAMPLE - A LAN composition (system containing lecithin (L) as phospholipid, **amphoteric surfactant (A)** and a **nonionic surfactant (N)**) contained (g) lecithin (L) (1), Miranol C2M-SF Conc (A) (4), Arlasolve 200 (N) (2), DC 1411 (10), Sepigel 305 (3). The composition was incorporated with

Versaflow, beeswax and diglyceride.

It yielded a stable lotion.

Derwent Class: A96; D21; E19

International Patent Class (Main): A61K-007/00; A61K-007/48; A61K-009/127

International Patent Class (Additional): A61K-007/02; A61K-007/06;

A61K-007/075; A61K-007/09; A61K-007/13; A61K-007/50

File 348:EUROPEAN PATENTS 1978-2005/Dec W04

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File 349:PCT FULLTEXT 1979-2005/UB=20051229, UT=20051222

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Set	Items	Description
S1	2133	MASCARA
S2	11273	WATERPROOF
S3	16577	WATER() (RESISTAN?? OR REPELLAN???)
S4	391924	RINS???? OR WASH???? OR REMOV???? (5N) WATER
S5	111825	(DUO OR DUAL OR DOUBLE OR TWIN OR TWO) () (END?? OR SIDE???)
S6	10	S1(S) (S2:S3(20N)S4) [not relevant]
S7	13	S1(S)S5
S8	13	S7 NOT S6

8/3,AB,K/1 (Item 1 from file: 348)

DIALOG(R) File 348:EUROPEAN PATENTS

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01572615

Device for storing and/or applying a product to eyelashes and/or eyebrows and make-up method

Vorrichtung zum Aufbewahren bzw. Auftragen eines Produktes auf Wimpern bzw. Augenbrauen und Schminkverfahren

Dispositif pour le conditionnement et/ou l'application d'un produit sur les cils et/ou les sourcils et procede de maquillage

PATENT ASSIGNEE:

L'OREAL, (220280), 14, rue Royale, 75008 Paris, (FR), (Applicant designated States: all)

INVENTOR:

Gueret, Jean-Louis, 27, avenue Raymond Poincare, 75016 Paris, (FR)

LEGAL REPRESENTATIVE:

Tanty, Francois et al (78371), Nony & Associes, 3, rue de Penthierville, 75008 Paris, (FR)

PATENT (CC, No, Kind, Date): EP 1306029 A1 030502 (Basic)

APPLICATION (CC, No, Date): EP 2002292599 021021;

PRIORITY (CC, No, Date): FR 0113669 011023

DESIGNATED STATES: DE; ES; FR; GB; IT

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: A45D-034/04

ABSTRACT EP 1306029 A1 (Translated)

Mascara brush has bristles along concave side and second set of bristles along convex side, bristles forming two sides of ellipse whose major axis runs along their longest dimension in cross-section

The mascara brush has bristles (60) along a concave side (A) and a second set of bristles (70) along a convex side (B). In cross-section the bristles form two sides of an ellipse whose major axis runs along their longest dimension.

Independent claims are included for: (a) a mascara set comprising a brush as described above and a bottle fitted with a flexible brush wiper; and (b) a method for applying make-up using the brush.

TRANSLATED ABSTRACT WORD COUNT: 106

NOTE: Figure number on first page: 3

LANGUAGE (Publication,Procedural,Application): French; French; French

8/3,AB/9 (Item 9 from file: 348)

DIALOG(R) File 348:EUROPEAN PATENTS  
(c) 2006 European Patent Office. All rts. reserv.  
00245998  
**Mascara applicator.**  
**Mascara-Applikator.**  
**Applicateur de mascara.**  
**PATENT ASSIGNEE:**  
CHESEBROUGH-POND'S INC., (560751), Nyala Farm Road, Westport Connecticut  
06881, (US), (applicant designated states:  
AT;BE;CH;DE;FR;GB;GR;IT;LI;NL;SE)  
**INVENTOR:**  
Pettengill, Edwin Raymond, 222B Shoshoni Lane, Stratford Connecticut  
06497, (US)  
**LEGAL REPRESENTATIVE:**  
Froud, Clive et al , Elkington and Fife High Holborn House 52/54 High  
Holborn, London WC1V 6SH, (GB)  
**PATENT (CC, No, Kind, Date):** EP 236133 A2 870909 (Basic)  
EP 236133 A3 881123  
**APPLICATION (CC, No, Date):** EP 87301876 870304;  
**PRIORITY (CC, No, Date):** US 838227 860306  
**DESIGNATED STATES:** AT; BE; CH; DE; FR; GB; GR; IT; LI; NL; SE  
**INTERNATIONAL PATENT CLASS:** A45D-040/26; A45D-040/24;  
**ABSTRACT EP 236133 A2**  
A mascara applicator is described which comprises a reservoir (11) for mascara containing dual side -by-side openings (15a, 15b) for the mascara and a handle (12) integrally connected to two substantially straight application brushes (13a, 13b) which are adapted to be placed in the openings to receive mascara on the brushes.  
**ABSTRACT WORD COUNT:** 54  
**LANGUAGE (Publication,Procedural,Application):** English; English; English

8/3,AB/11 (Item 2 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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01156677  
**MASCARA APPLICATOR WITH MOVABLE ARMS**  
**APPLICATEUR DE FARD A CILS AVEC BRANCHES MOBILES**  
**Patent Applicant/Assignee:**  
LALINE INTERNATIONAL SARL, Zone Industrielle, Sidi Abdel Hamid, 4000  
Sousse, TN, TN (Residence), TN (Nationality), (For all designated  
states except: US)  
**Patent Applicant/Inventor:**  
GARGOUCHE Mohamed Ben Salah, c/o Laline International, Zone Industrielle,  
Sidi Abdel Hamid, 4000 Sousse, TN, TN (Residence), TN (Nationality),  
(Designated only for: US)  
**Patent and Priority Information (Country, Number, Date):**  
**Patent:** WO 200477987 A1 20040916 (WO 0477987)  
**Application:** WO 2004IB794 20040302 (PCT/WO IB04000794)  
**Priority Application:** IT 2003MI407 20030305; IT 2003MI381 U 20030808 (IT  
U)  
**Designated States:**  
(All protection types applied unless otherwise stated - for applications  
2004+)  
AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM

DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO  
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PL PT RO  
SE SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3097

English Abstract

A **mascara** applicator comprises a wand (2) presenting two side-by-side arms (3, 4) movable relative to each other, at least one of said arms (3, 4) carrying an element (8) for interacting with the eyelashes and a part for applying the **mascara** to the eyelashes. The arms (3, 4) are connected together and can be made to elastically approach each other, said arms being partially contained within a retaining member (5), this latter presenting members (6) for controlling the movement of said arms (3, 4), enabling them to be closed together so that they can interact with the eyelashes.

File 73:EMBASE 1974-2006/Jan 26  
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File 5:Biosis Previews(R) 1969-2006/Jan W4  
(c) 2006 BIOSIS  
File 144:Pascal 1973-2006/Jan W1  
(c) 2006 INIST/CNRS  
File 34:SciSearch(R) Cited Ref Sci 1990-2006/Jan W3  
(c) 2006 Inst for Sci Info  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info  
File 399:CA SEARCH(R) 1967-2006/UD=14405  
(c) 2006 American Chemical Society  
Set Items Description  
S1 844 AU=(PATEL L? OR PATEL, L?)  
S2 4 AU=(STERPHONE S? OR STERPHONE, S?)  
S3 5063 MASCARA  
S4 0 S1:S2 AND S3  
  
File 350:Derwent WPIX 1963-2006/UD,UM &UP=200606  
(c) 2006 Thomson Derwent  
File 349:PCT FULLTEXT 1979-2005/UB=20051229,UT=20051222  
(c) 2005 WIPO/Univentio  
File 348:EUROPEAN PATENTS 1978-2005/Dec W04  
(c) 2006 European Patent Office  
Set Items Description  
S1 29 AU='PATEL L' OR AU='PATEL LILA' OR AU='PATEL LILAVATI'  
S2 5 AU='STERPHONE' OR AU='STERPHONE S' OR AU='STERPHONE S M' OR  
AU='STERPHONE STACY' OR AU='STERPHONE STACY M'  
S3 3976 MASCARA  
S4 3 S1:S2 AND S3  
  
4/3,AB,IC/1 (Item 1 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
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016920624  
WPI Acc No: 2005-244934/200526  
XRAM Acc No: C05-078336  
XRPX Acc No: N05-201627  
Application of mascara to eyelashes involves applying washable mascara composition to eyelashes and applying waterproof mascara composition to the eyelashes  
Patent Assignee: L'OREAL SA (OREA )  
Inventor: PATEL L ; STERPHONE S  
Number of Countries: 037 Number of Patents: 006  
Patent Family:  
Patent No Kind Date Applcat No Kind Date Week  
EP 1516612 A2 20050323 EP 2004255652 A 20040917 200526 B  
JP 2005089470 A 20050407 JP 2004273181 A 20040921 200526  
US 20050061348 A1 20050324 US 2003666368 A 20030919 200526  
US 20050061349 A1 20050324 US 2003666368 A 20030919 200526  
US 2004759614 A 20040116  
KR 2005028879 A 20050323 KR 200474809 A 20040918 200557  
CN 1636538 A 20050713 CN 200487472 A 20040917 200576  
Priority Applications (No Type Date): US 2004759614 A 20040116; US  
2003666368 A 20030919

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
EP 1516612		A2	E 19	A61K-007/032
Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB				
GR HR HU IE IT LI LT LU LV MC MK NL PL PT RO SE SI SK TR				
JP 2005089470	A	21	A61K-007/032	
US 20050061348	A1		A45D-040/26	
US 20050061349	A1		A45D-040/26	CIP of application US 2003666368
KR 2005028879	A		A45D-040/00	
CN 1636538	A		A61K-007/032	

Abstract (Basic): EP 1516612 A2

Abstract (Basic):

NOVELTY - A **mascara** is applied to eyelashes by applying a washable **mascara** composition to eyelashes and applying a waterproof **mascara** composition to the eyelashes.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for:

(a) a **mascara** product or system comprising a first reservoir containing a washable **mascara** composition, a second reservoir containing a waterproof **mascara** composition, and at least one applicator comprising two applicator members for applying the **mascara** compositions; and a package comprising the **mascara** product or system.

USE - For applying **mascara** to eyelashes.

ADVANTAGE - The invention provides enhanced thickness, exhibits greater water-and smudge-resistance, and provides ease of removal compared to typical waterproof and washable mascaras when used alone.

pp; 19 DwgNo 0/0

International Patent Class (Main): A45D-040/00; A45D-040/26; A61K-007/032

International Patent Class (Additional): A45D-033/00; A45D-034/04;

A45D-040/24; A61K-007/02

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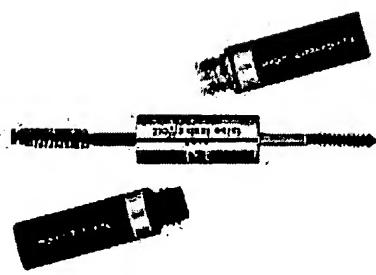
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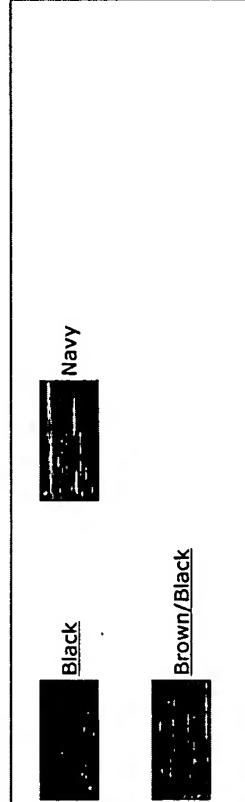
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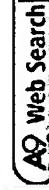
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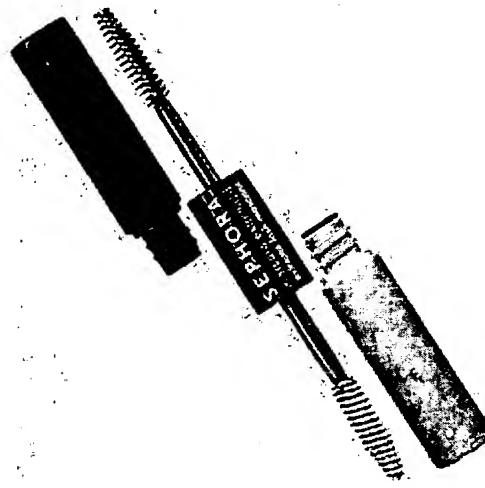
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## Sephora Extreme Lash Mascara

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**Color Name:** Extreme Lash Mascara

**Availability:** Usually ships in 1-2 business days. See [shipping date and pricing chart](#) for details. Ships from and sold by Sephora.

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#### **Product Description**

If long; lush lashes are what you crave, this rich, high-calorie lash duo fattens and lengthens lashes like never before.

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#### **Shipping Information:** [View shipping rates and policies](#)

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from: Too Faced



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Manufacturer: Too Faced

Sales Rank: 18049

Editorial Review:

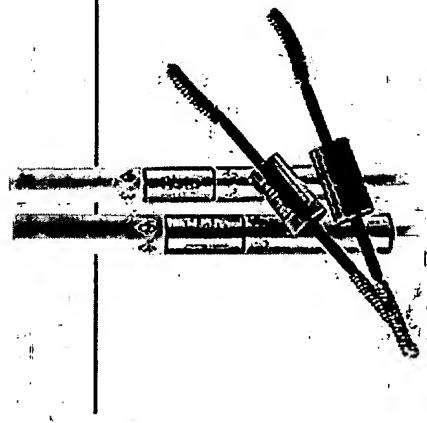
Product Description Transform your thin and feeble lashes into the lush and luxurious lashes of your dreams with Too Faced's Faux Fur lash primer and mascara duo. One end holds moisture enriched and conditioning primer that will extend and lengthen your lashes. The other side contains a lengthening thickening and super rich mascara to give you that false eyelash look without any of the hassle!

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### Primer & Mascara

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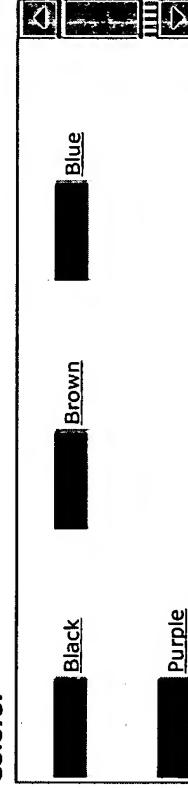
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**Color Name:**

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**Colors:**



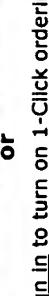
Color: [Blue](#)  
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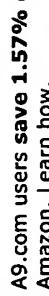


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## Product Description

### Product Description

This double-sided mascara gives your lashes maximum thickness and luxurious length. The primer side coats your lashes with a conditioning moisturizer to extend length and add voluptuous volume. The waterproof mascara adds an enchanting color for a seductive finishing touch. Step 1: Apply a thin coat of conditioning primer to extend length and create volume. Step 2: Finish with mascara to add color and create that perfectly sensuous look.

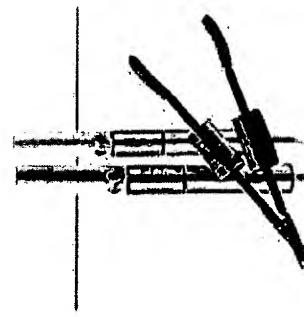
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Beauty : Elain Colorist Eyes -  
Luscious Lashes Primer & Mascara

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from: Elain Colorist



[See Larger Image](#)

Manufacturer: Elain Colorist  
Sales Rank: 873

## Editorial Review:

Product Description This double-sided mascara gives your lashes maximum thickness and luxurious length. The primer side coats your lashes with a conditioning moisturizer to extend length and add voluptuous volume. The waterproof mascara adds an enchanting color for a seductive finishing touch. Step 1: Apply a thin coat of conditioning primer to extend length and create volume. Step 2: Finish with mascara to add color and create that perfectly sensuous look.